

# media release

*Colorado Department of Agriculture*

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## **FOR IMMEDIATE RELEASE**

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Contacts:

Chris Wiseman, General Manager, (719) 924-0151, [Chris.Wiseman@state.co.us](mailto:Chris.Wiseman@state.co.us)

Christi Lightcap, Dir. of Communications, (719) 924-0154, [Christi.Lightcap@state.co.us](mailto:Christi.Lightcap@state.co.us)

### ***Cashless System Will Not Return to the 2014 Colorado State Fair***

PUEBLO, Colo. – The Colorado State Fair Board of Commissioners has voted not to bring the cashless system back to the 2014 Colorado State Fair.

“I believe an electronic system is still the wave of the future for fairs across the country but the Board agrees that, with the current budget restraints of the Fair, that our resources are better used elsewhere,” said General Manager, Chris Wiseman.

The additional fees being proposed by the vendor and the costs to implement the system including additional staff, tent rental and various other costs, bring the estimated total to at least \$180,000. Therefore, the Board voted to not accept the proposal from last year’s cashless system vendor.

The Colorado State Fair runs August 22 - September 1, 2014. For more information, visit [www.coloradostatefair.com](http://www.coloradostatefair.com).

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The 2014 Colorado State Fair will mark the Fair's 142<sup>nd</sup> year as Colorado's premier celebration of agriculture. The Fairgrounds provides nearly \$34 million in economic activity to Colorado throughout the year; \$29 million of that activity is driven by the annual State Fair event. In addition to showcasing Colorado agriculture, the annual event features one of the country's largest traveling carnivals, artwork, crafts, food competitions, thrilling rodeo action, a wide variety of food and merchandise booths and a Fiesta Day honoring Colorado's ties to the Hispanic culture.